Underage Drinking: An important issue for your consideration or just a part of the American culture?

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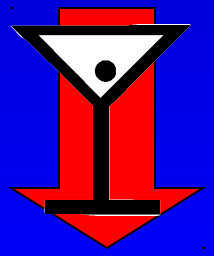
Why 21?

- 1970-75 Drinking Age Lowered 18-19-20
- By 1980’s the data was in -> 55% of youth traffic fatalities were alcohol involved.
- 1984 – The National Minimum Drinking Age Act, Federal Highway Aid Act
- Today about 28% of youth traffic fatalities involve alcohol
- 17,000 lives saved and counting

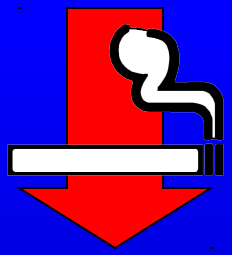
Question:

What is the state of the nation regarding alcohol, tobacco, drug consumption and PREVENTION?

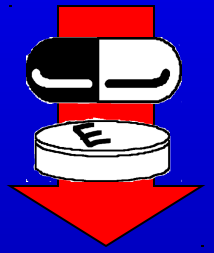
ATOD consumption in the U.S has declined over the past 20 years.



Alcohol consumption is down.



Tobacco consumption is down.

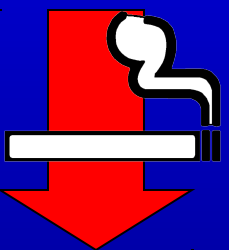


Other Drug use is down.

Tobacco use has declined.

Percent reductions in monthly tobacco use by age group (1985 to 2002)

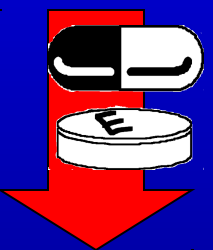
Age	1985	2002	Percent Reduction
12-17	29.4%	15.2%	48%
18-25	47.4%	45.3%	5%
26-34	54.7%	38.2%	30%
35-up	35.5%	27.9%	21%



Illicit drug use has decreased

Percent reduction or increase in monthly illicit drug use by age group (1979 to 2002)

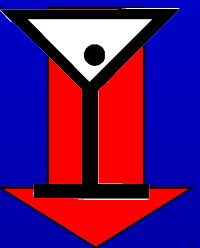
Age	1979	2002	Percent Reduction
12-17	16.5%	11.6%	30%
18-25	38.0%	20.2%	47%
26-34	20.8%	10.5%	50%
35-up	2.8%	4.6%	(39)%



Alcohol consumption has decreased in the past 20 years

Reduction in per capita consumption 1980-1999 (gallons of pure ethanol)

	1980	1999	Percent Reduction
Beer	1.38	1.25	9%
Wine	0.34	0.32	6%
Spirit	1.04	0.64	38%
All Beverages	2.76	2.21	20%



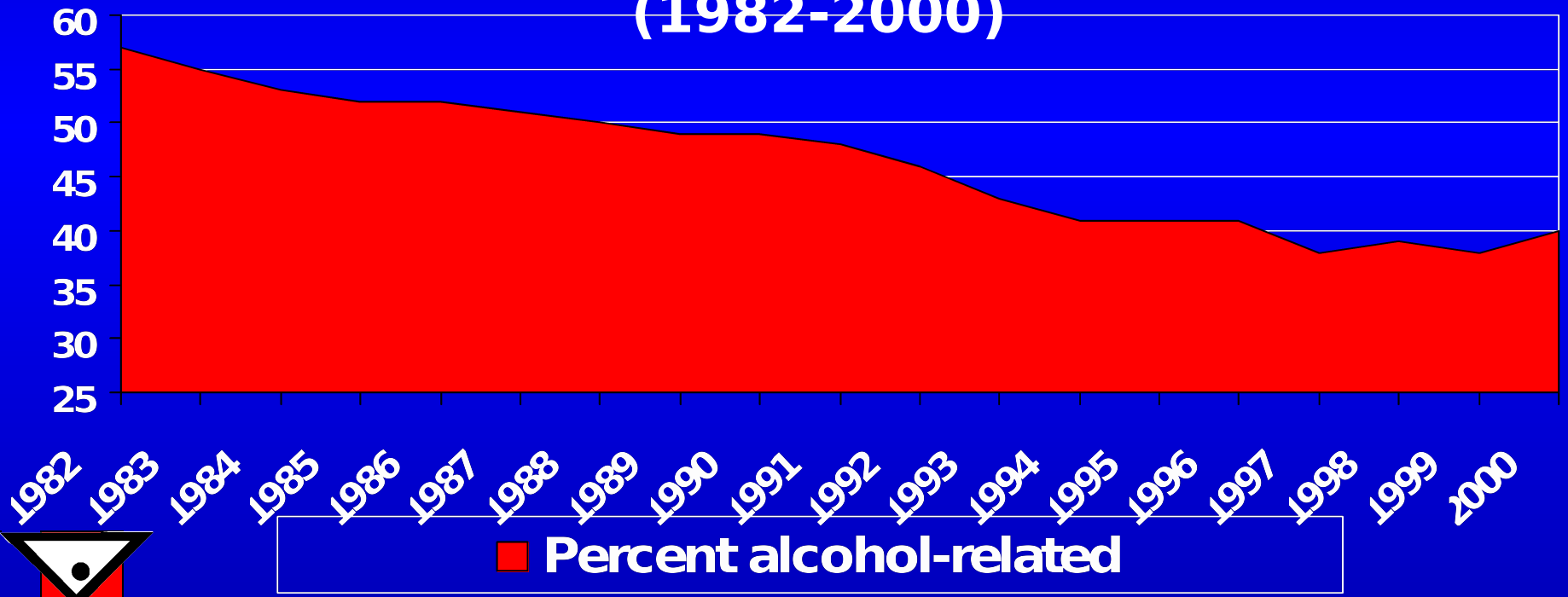
…and fewer youth are drinking now versus twenty years ago.

Percent Reduction: Monthly Alcohol Use, 1979-2002

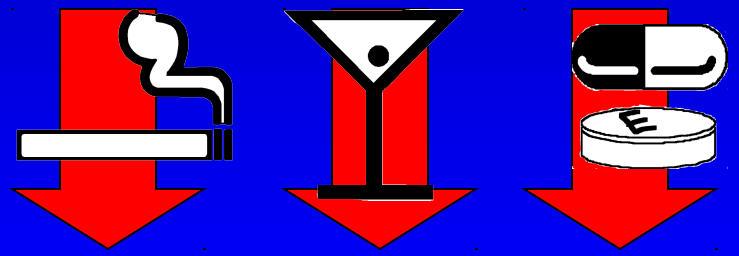
Age	1979	2002	Percent Reduction
12-17	49.6%	17.6%	65%
18-25	75.1%	60.5%	19%
26-34	71.6%	61.4%	14%
35-up	59.7%	52.1%	13%

In particular, fewer fatalities are alcohol-related.

Percentage traffic fatalities related to alcohol (1982-2000)



What these successes have in common:

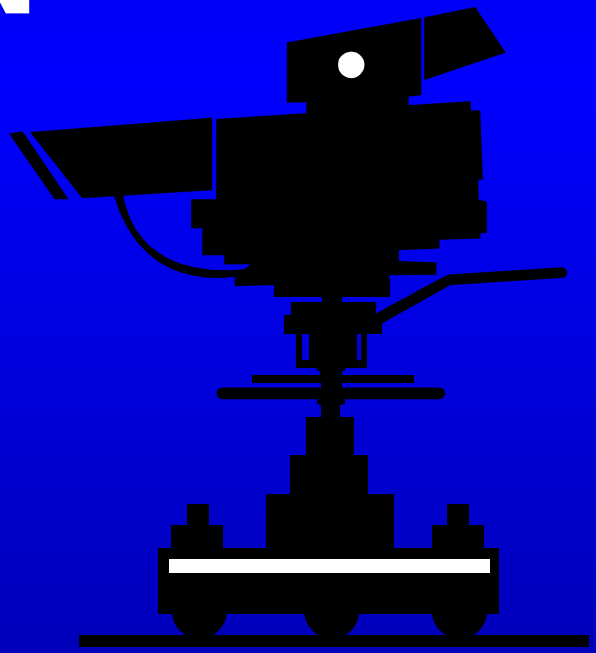


- changes in Social Norms
- policy interventions
- deterrence and enforcement

(EDUCATION)

The Bottom Line

PREVENTION
is
Working



Policy Interventions

- To prevent ATOD problems, policy interventions must focus on the **Availability** of alcohol, tobacco, and other drugs.

- Effective policies address the
  - **Price**
  - **Place**
  - **Product**
  - **Promotion…**

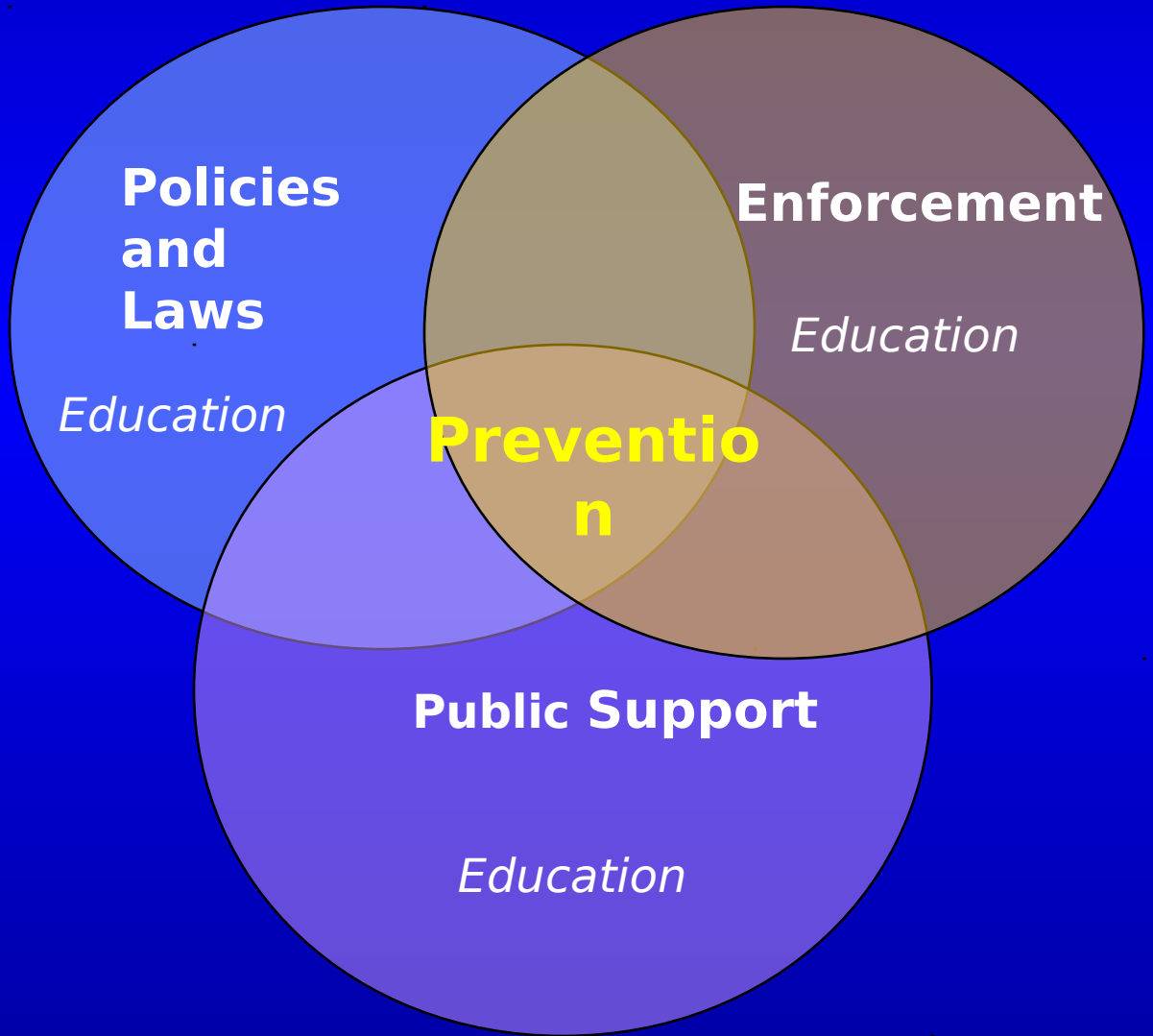
  …of ATOD products

Deterrence and Enforcement

- Effective Deterrence requires the **Perception** of
  - **Certainty**
  - **Swiftness**
  - **Severity**

- Active Enforcement is a Requirement for Effective Deterrence.

Essential Elements of Effective Prevention of ATOD Problems



The BIG Myth:

Alcohol is an “integral part of American life”.

From an industry website:

“…the vast majority of consumers drink responsibly and in moderation…”

CEUDL

The real picture of “Drinking in America” is much different.

Adults: Most adults do not drink or drink infrequently.

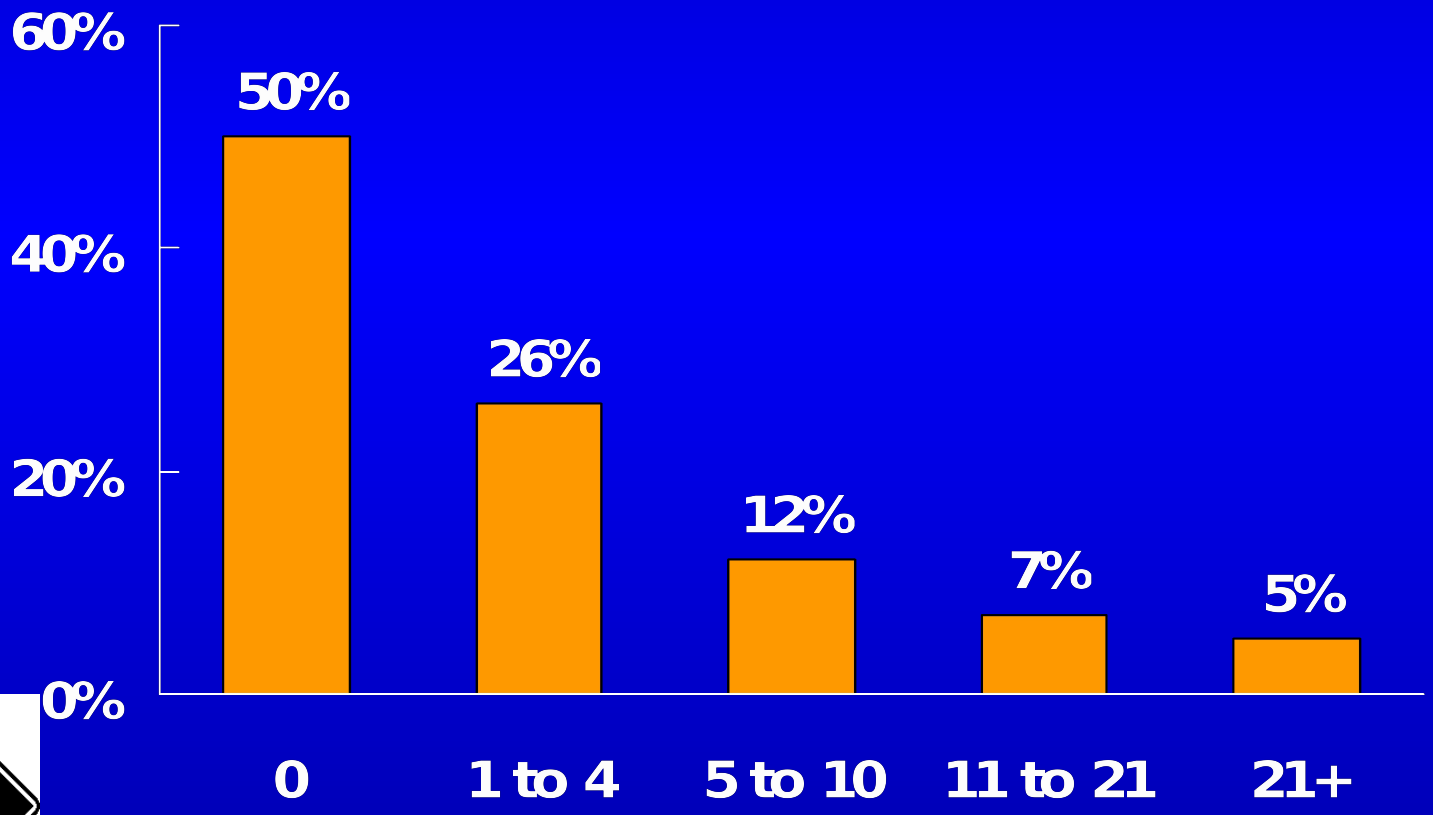
Youth: Most young people do not drink.

Prevention Policy: There is widespread support for policies to reduce alcohol-related

CEUDL

Most adults do not drink or drink infrequently.

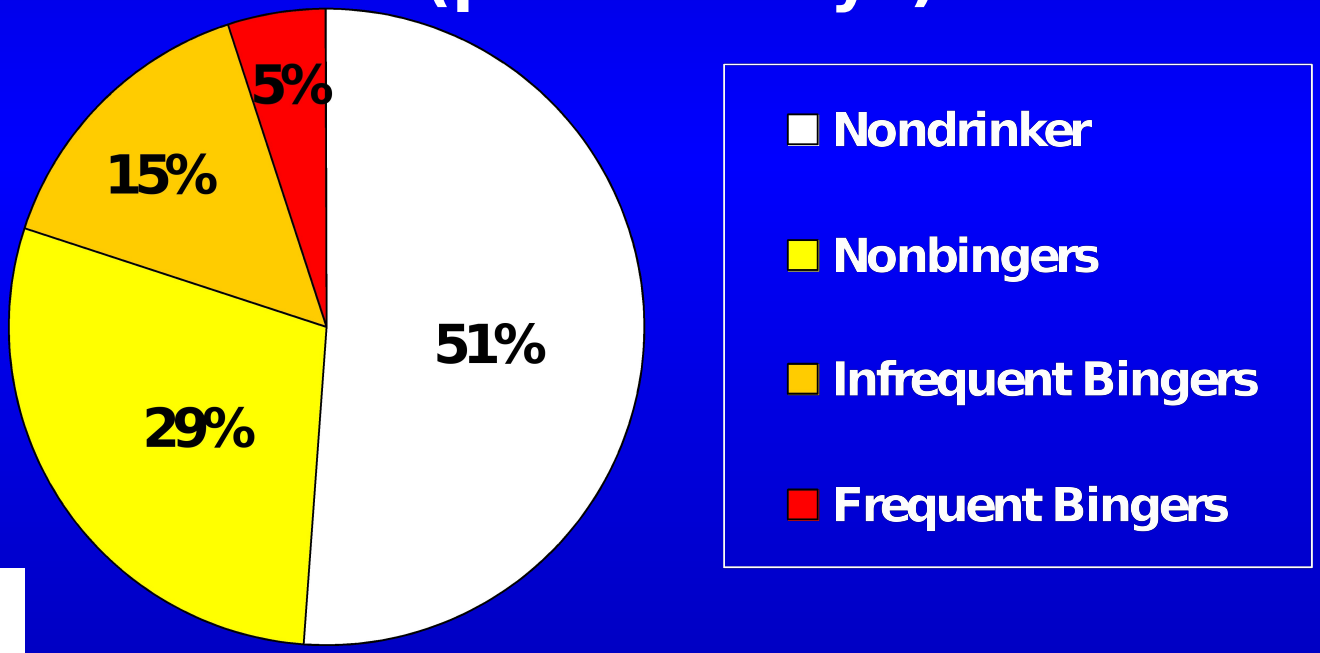
Frequency of Drinking Among U.S. Adults 21 and Older, 2000 (past 30 days)



CEUDL

Most adults do not drink at a hazardous level.

Drinking Patterns among U.S. Adults 21 and Older, 2000 (past 30 days)



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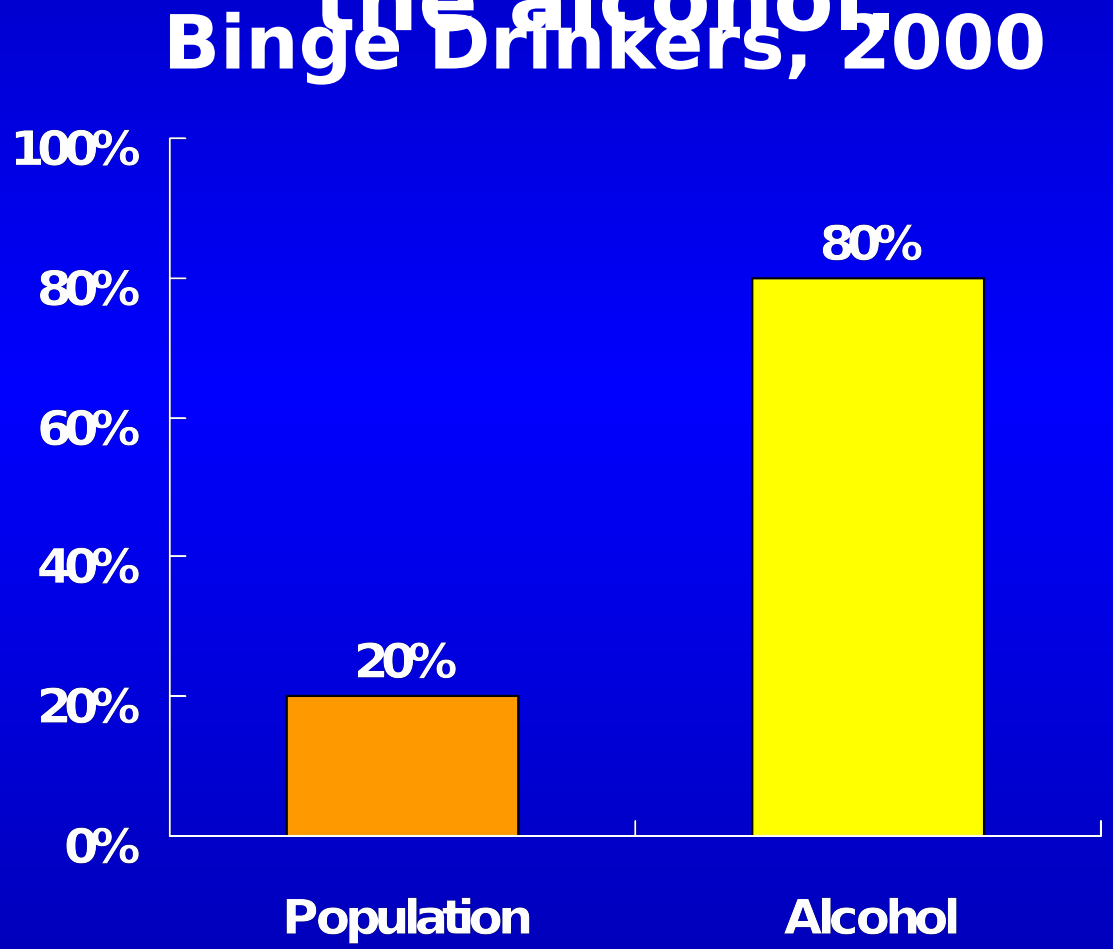
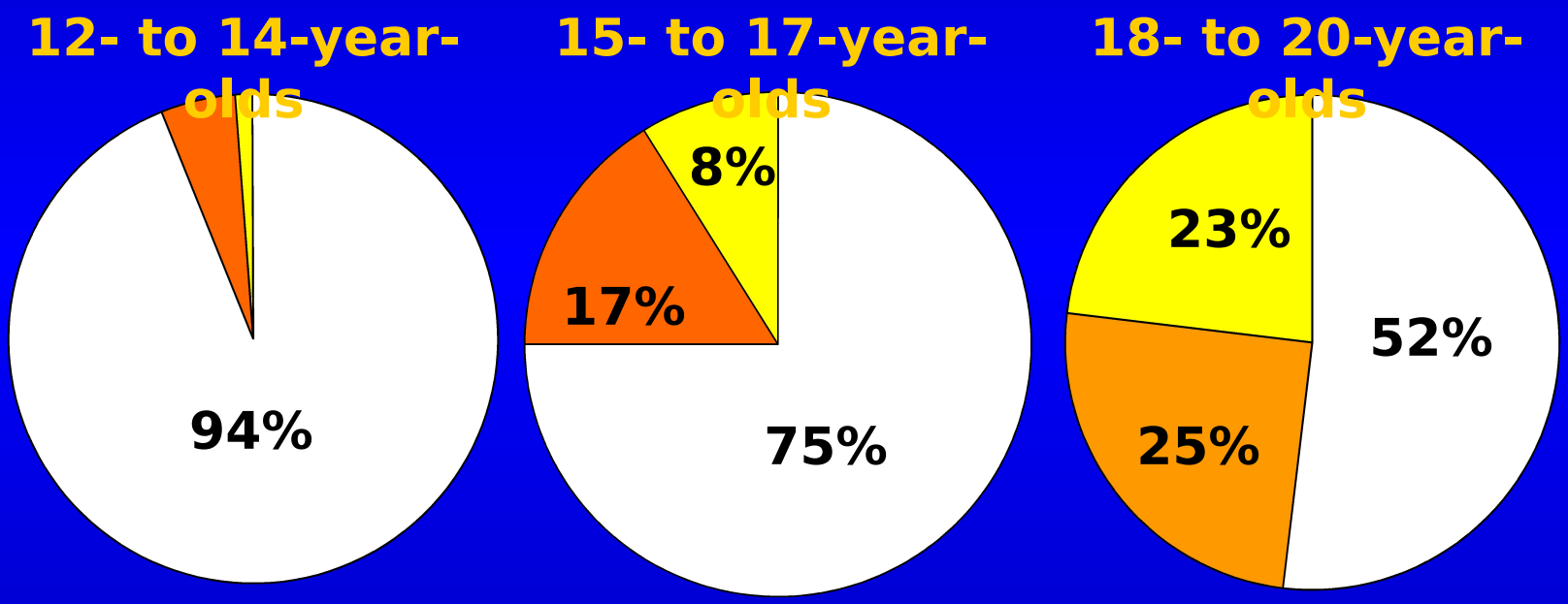
Binge drinkers are 20% of the population, but consume 80% of the alcohol



CEUDL

Most young people do not drink...

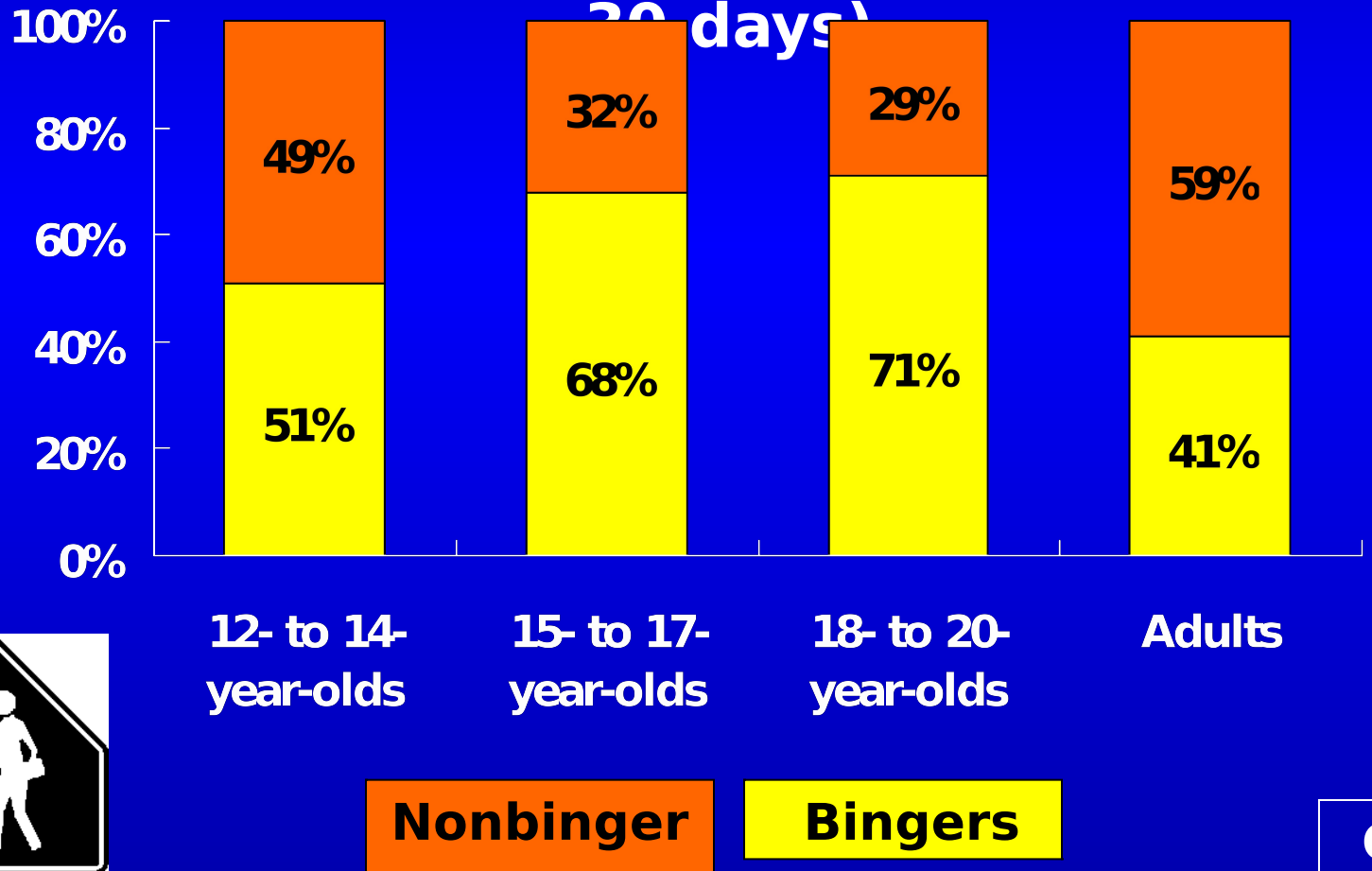
Drinking Among Youth, 2000 (past 30 days)



CEUDL

Young drinkers tend to drink more heavily than adult drinkers

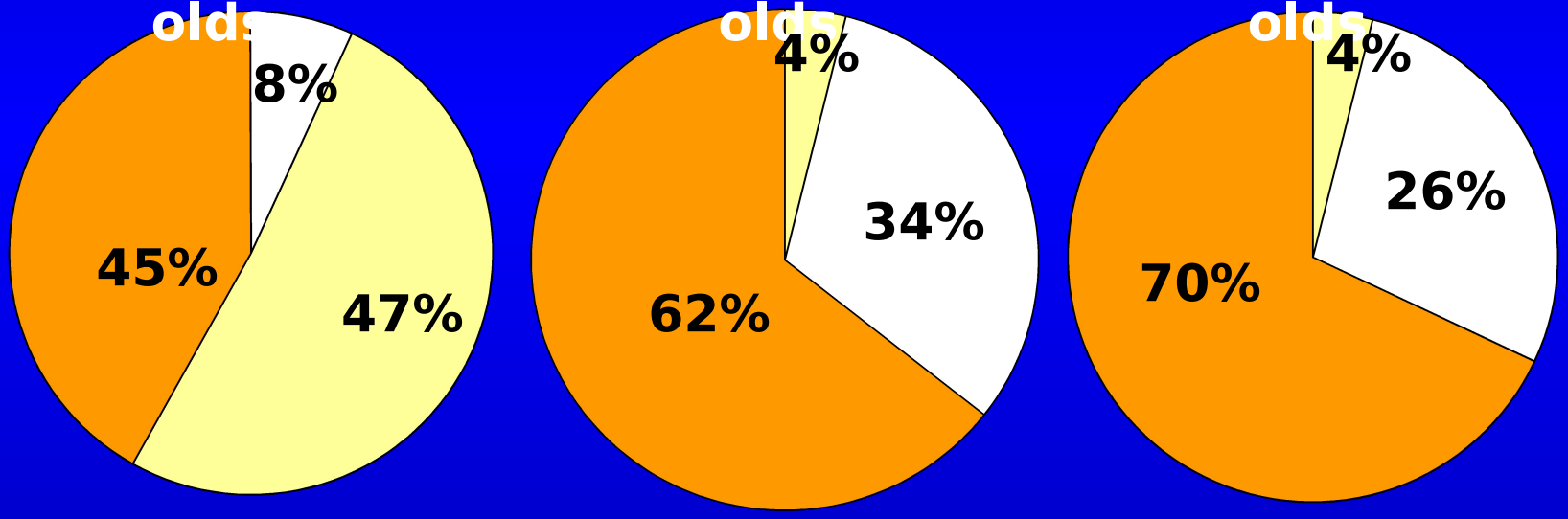
Comparison of drinking patterns for adult and underage drinkers, 2000 (past 30 days)



CEUDL

Young bingers consume the majority of the alcohol for their age group.

Percentage of Drinks Consumed by Drinking Pattern Among Underage Drinkers, 2000



CEUDL

Binge Drinking: Adverse Health Effects

Suicide

Alcohol Poisoning

Hypertension

Acute Myocardial Infarction

Gastritis

Pancreatitis

Sexually Transmitted Diseases

Meningitis

Poor Control of Diabetes

Interpersonal Violence (homicide, assault, domestic violence, rape, & child abuse

Binge Drinking is Increasing 1995 - 2001

Rate of Binge-Drinking Episodes (Episodes/Person/Year among US Adults)

Age	1995	2001	% Increase
18-20	8.8	15.3	74
21-25	11.6	18.0	55
26-34	7.6	9.2	21
35-54	5.1	6.7	31
55 +	1.9	2.7	42
		All Ages	35

Source:Timothy Naimi, et.al
JAMA, 1/1/03

Binge Drinking is Increasing…

- Binge drinking episodes increased by 35%
- Binge drinkers reported impaired-driving 14 times more frequently than non-bingers.
- The majority of binge-drinking episodes (70%) occurred among those 26 or older.
- Moderate drinkers (average 1-2 drinks/day) accounted for almost as many binge drinking occasions as did heavy drinkers.
- Underage drinkers had the largest increase (74%) in the rate of binge-drinking.

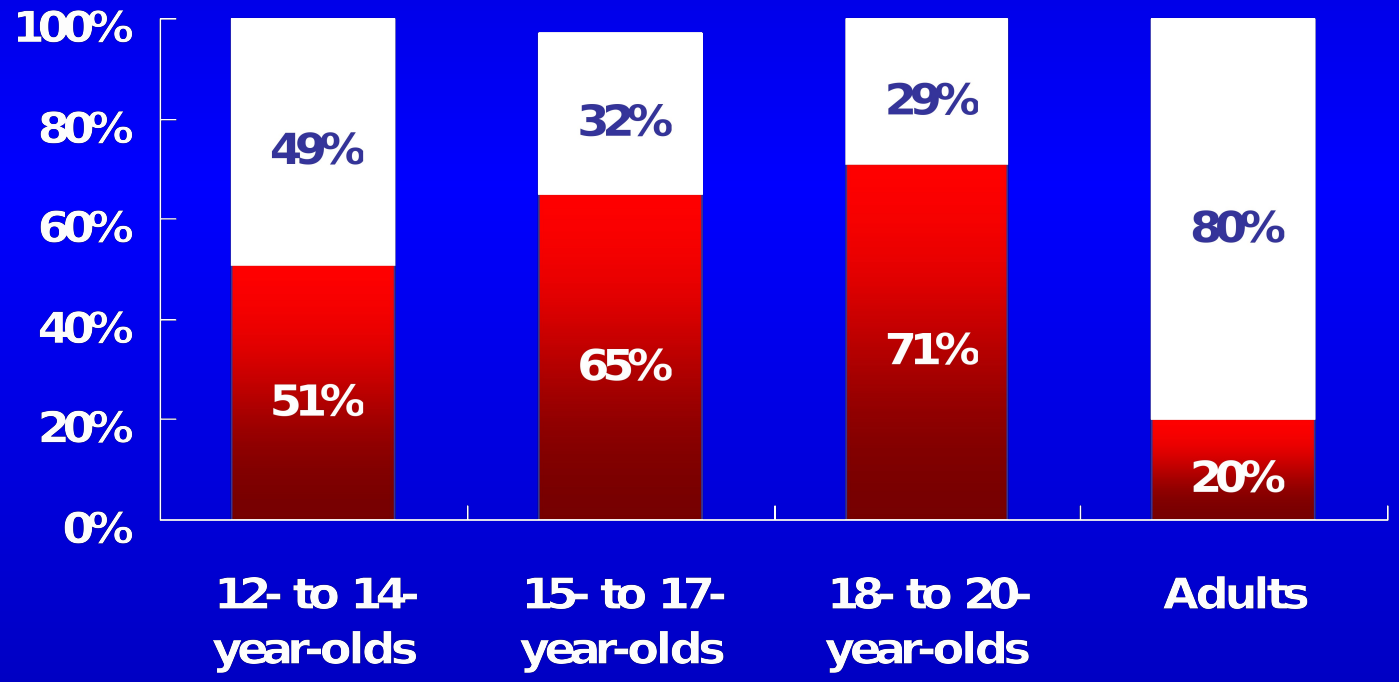
Source: Timothy Naimi, et.al
JAMA, 1/1/03

The original question:

Underage Drinking:
An important issue for your consideration or just a part of the American culture?

Youth who drink tend to do so in a risky manner.

Comparison of drinking patterns for adult and underage drinkers (past 30 days)



Source: Office of Applied Studies, SAMHSA, National Household Survey on Drug Abuse (2000)

Underage Drinking Research...

continues to mount on the problems associated with underage drinking

Underage drinking is a $52.8 billion a year problem in the U.S.

Total Cost of Underage Alcohol Use in the United States for 1996:

$52.8 *billion*

Contact Ted Miller (PIRE) at 1-877-335-1287 for data related questions

What has been the response?

- **Congress created the Enforcing Underage Drinking Laws Program in 1998 - OJJDP**
- **NIAAA College Drinking Center**
- **Currently several law suits against the alcohol industry**
- **Congress commissioned NAS to report on Underage Drinking - 2004.**
- **Congress forming an UAD committee**
- **Expanded data collection from National Surveys**

National Academy of Science

- In response to a congressional request in FY02 HHS commissioned a committee on Developing a Strategy to Reduce and Prevent Underage Drinking.
- The committee suggested a 10 point strategy that must not focus on youth alone. The context must be considered, all players must be part of successful effort to engage society at large.

NAS Strategies

1. National Adult-Oriented Media Campaign
2. Partnership to Prevent Underage Drinking
3. Alcohol Advertising
4. Entertainment Media
5. Limiting Access
6. Youth-Oriented Interventions
7. Community Interventions
8. Government Assistance and Coordination
9. Alcohol Excise Taxes
10. Evaluation/Research of all strategies

Summary

- Age of legal consumption – 21
- Research confirms the negative impact of underage drinking
- NAS report – provides a national strategy
- CHALLENGE: Underage Drinking -> What is the role and responsibility of the military to address this growing national concern?

Underage Drinking: An important issue for your consideration or just a part of the American culture?